

# **Annual Reporting for FY 2009-2010**

## **Regional Supplement for Training and Outreach**

### **San Francisco Bay Area Municipal Regional Stormwater Permit**



September 2010

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**LIST OF ATTACHMENTS:**

**C.7.c. Media Relations – Use of Free Media**

Regional Media Relations Final Report

**C.9.h.i. Point of Purchase Outreach**

Photo of *Our Water, Our World* booth at Ace Hardware National Show  
Orchard Supply Hardware 10 year anniversary ad  
Excel Garden Products catalog  
Sunset magazine article  
Edible East Bay article

## **INTRODUCTION**

This Regional Supplement has been prepared to report on regionally implemented activities complying with portions of the Municipal Regional Stormwater Permit (MRP), issued to 76 municipalities and special districts (Permittees) by the San Francisco Bay Regional Water Quality Control Board (Water Board). The Regional Supplement covers training and outreach activities related to the following MRP provisions:

- Provision C.5.d., Control of Mobile Sources,
- Provision C.7.b., Advertising Campaign,
- Provision C.7.c., Media Relations – Use of Free Media,
- Provision C.7.d., Stormwater Point of Contact, and
- Provision C.9.h.i., Point of Purchase Outreach.

These regionally implemented activities are conducted under the auspices of the Bay Area Stormwater Management Agencies Association (BASMAA), a 501(c)(3) non-profit organization comprised of the municipal stormwater programs in the San Francisco Bay Area. Most of the 2010 annual reporting requirements of the specific MRP Provisions covered in this Supplement are completely met by BASMAA Regional Project activities, except where otherwise noted. Scopes, budgets and contracting or in-kind project implementation mechanisms for BASMAA Regional Projects follow BASMAA's Operational Policies and Procedures as approved by the BASMAA Board of Directors. MRP Permittees, through their program representatives on the Board of Directors and its subcommittees, collaboratively authorize and participate in BASMAA Regional Projects or Regional Tasks. Regional Project costs are shared by either all BASMAA members or among those Phase I programs that are subject to the MRP.

## **Training**

### **C.5.d. Control of Mobile Sources**

This provision requires Permittees to develop and implement a program to reduce the discharge of pollutants from mobile businesses, including development and implementation of minimum standards and BMPs, and outreach to mobile businesses. BASMAA's long-standing Surface Cleaner Training and Recognition program addresses these aspects of the provision by focusing on the most common type of outdoor cleaning – cleaning of flat surfaces like sidewalks, plazas, parking areas, and buildings. Individual Permittees address the inspection and enforcement aspects of the provision.

Previously, BASMAA, the Regional Water Board, and mobile businesses jointly developed best management practices. The BMPs were packaged and delivered in training materials (e.g., *Pollution from Surface Cleaning* folder), and via workshops and training videos. The folder and the training video have since been translated into Spanish. Cleaners that take the training and a self-quiz are designated by BASMAA as Recognized Surface Cleaners. BASMAA also created and provides marketing materials for use by Recognized Surface Cleaners. Previously, BASMAA converted the delivery mechanism to being online so that mobile businesses would have on-demand access to the materials and the training. BASMAA continues to maintain the [Surface Cleaner](#)

[Training and Recognition](#) program. Cleaners can use the website to get trained and recognized for the first time or renew their training and recognition, as required annually. Recognized cleaners can also download marketing materials from the website. Potential customers, including Permittees can use the site to verify the recognition status of any cleaner, as can municipal inspectors. For FY 10-11, BASMAA is planning to add materials and training for additional mobile business types to the Surface Cleaner Training and Recognition program.

## **Public Information and Outreach**

### **C.7.b. Advertising Campaign**

This provision requires Permittees to participate in or contribute to advertising campaigns on trash/litter in waterways and pesticides with the goal of significantly increasing overall awareness of stormwater runoff pollution prevention messages and behavior changes in target audience. There is no Annual Reporting requirement until after a pre-campaign survey has been conducted, which is planned for FY 10-11. Nevertheless, the Permittees conducted the following in FY 09-10 in preparation for conducting a regional advertising campaign.

Through the BASMAA Public Information / Participation (PI/P) Committee, Permittees decided in December 2009, shortly after the MRP took effect, to take a broader view of some of its regional tasks (e.g., Regional Advertising Campaign, Regional Media Relations, *Our Water, Our World* program) to ensure that work on individual MRP provisions was coordinated and part of an overall strategy. The broader strategy will include all audiences related to the MRP provisions and ways of reaching them (e.g., advertising, media relations, schools outreach, events). Although the scope of the strategy will be broad, the level of stormwater agency (regional, areawide program, city) implementing each part will vary (i.e., each part will not be implemented via BASMAA). The strategy will be multi-year and also include recommendations for creative, media placement, media relations, partnerships, and evaluation. During the remaining portion of FY 09-10, the PI/P Committee developed and released a Request for Qualifications, and interviewed and selected a firm to develop a Regional Outreach Strategic Plan.

### **C.7.c. Media Relations – Use of Free Media**

This provision requires Permittees to participate in or contribute to a media relations campaign. Maximize use of free media/media coverage with the objective of significantly increasing the overall awareness of stormwater pollution prevention messages and associated behavior change in target audiences, and to achieve public goals. The Annual Reporting requirement includes providing the details of each media pitch, such as the medium, date, and content of the pitch. BASMAA agreed to conduct a regional project in the last quarter of FY 09-10 to assist Permittees in complying with this provision. The BASMAA Regional Media Relations project made three pitches – pesticides, car washing, and litter–specifically plastic bags in FY 09-10 (see attached Media Relations Program report for details).

#### **C.7.d. Stormwater Point of Contact**

This provision requires Permittees to individually or collectively create and maintain a point of contact, e.g., phone number or website, to provide the public with information on watershed characteristics and stormwater pollution prevention alternatives. The 2010 Annual Reporting requirement includes discussing how the points of contact are publicized and maintained. Through the BASMAA PI/P Committee, Permittees decided BASMAA could assist with this provision by enhancing the regional website: [BayWise.org](http://BayWise.org) to list or link to member programs' lists of points of contact and contact information for the stormwater agencies in the Bay Area. Permittees were polled for stormwater contact information, and the information was posted on BayWise.org.

### **Pesticides Toxicity Control**

#### **C.9.h.i. Point of Purchase Outreach**

This provision requires Permittees to:

- Conduct outreach to consumers at the point of purchase;
- Provide targeted information on proper pesticide use and disposal, potential adverse impacts on water quality, and less toxic methods of pest prevention and control; and
- Participate in and provide resources for the "Our Water, Our World" program or a functionally equivalent pesticide use reduction outreach program.

The Annual Reporting requirement allows Permittees who participate in a regional effort to comply with C.9.h.i. to reference a report that summarizes these actions. Below is a report of activities and accomplishments of the *Our Water, Our World* program for FY 09-10.

- Coordinated program implementation with major chains Home Depot, Orchard Supply Hardware, and Ace Hardware National. OSH reported "natural insecticides" sales up 8.5% compared to previous year. Home Depot increased their less toxic offerings 17.2%.
- Coordinated master print run of the following: fact sheets, shelf talkers, literature rack signage, banner, beneficial bug brochure, business card, magnet, Pest or Pal activity guide for kids, pocket guide, and Pests Bugging You? booklet.
- Updated less-toxic Product Lists: Master – by brand name version; by pest version, and OSH and Home Depot-specific lists/labels.
- Maintained [Our Water, Our World website](http://Our Water, Our World website).
- Provided [Ask-the-Expert](http://Ask-the-Expert) service.
- Provided and staffed exhibitor booths
  - Excel Gardens Dealer Show (August 2009)
  - Ace Hardware National Show (October 2009) (see attached photo)

- L&L Dealer Show (October 2009)
- NorCal trade show (February 2010)
- Provided on-call assistance (e.g., display set-up, training, IPM materials review) to specific stores (e.g., OSH, Walgreens).
- Provided print advertising and article – [Green Zebra guide](#).
- Provided print advertising – [Bay Nature magazine](#); Bringing Back the Natives Garden Tour's garden guide; OSH weekly fliers, including 10 year anniversary ad (attached)
- Provided assistance to supplier Excel Garden Products to identify all their less toxic products and to include mention of *Our Water, Our World* in their catalog (attached). That catalog is now available online so all their customers and representatives can continue to access the current and new less toxic products.
- Mentioned in articles by others: Sunset magazine (attached); [San Francisco Chronicle](#); and Edible East Bay (attached)
- Made presentations
  - Excel Gardens Dealer Show (August 2009) – Keynote address
  - Urban Pesticide Committee (September 2009)

BAY AREA STORMWATER MANAGEMENT AGENCIES ASSOCIATION  
Media Relations Program  
March – June 2010

Final Report Submitted by  
O'Rorke Inc.

Overview

O'Rorke Inc. was hired by the Bay Area Stormwater Management Agencies' Association to conduct three media pitches to satisfy media relations work as outlined in the MRP.

O'Rorke participated in meetings with the PIP committee to determine the pitch topics and then developed strategies for each working closely with project manager, Sharon Gosselin.

The three pitch topics were:

- pesticides
- car washing
- litter, relating specifically to plastic bags

Coverage

In all, the three pitches resulted in thirty-eight media placements: six in print; eleven on the radio; and twenty-one online (this included radio station and newspaper websites).

What follows is a brief synopsis of each pitch strategy and the coverage results. Attached are individual media reports for each pitch.

**Pesticides**

Working with the media relations campaign project manager, O'Rorke strategized a pitch on pyrethroid pesticides. Using materials developed for Our Water Our World, O'Rorke wrote a release about pyrethroids emerging as a new force in the market and detailed information about how one chemical will be banned only to have a new one take its place.

The pitch resulted in six placements. The Alameda Sun ran the story with the headline, "Exercise Caution When Choosing Pesticides." Another coverage highlight included Geoff Brosseau's interview on KMKY (Radio Disney), a station that has good reach among women because mothers listen to the station with their children.

### **Car Washing**

To promote using professional car washes or simply washing on grass or gravel instead of paved surfaces, O'Rourke focused on a public-affairs driven pitch with prepared PSA copy as the cornerstone.

This was very effective. PSAs aired on five stations, including the high profile KCBS and KOIT. Additionally, translating the PSAs allowed O'Rourke to secure placement with KIQI, a Spanish language station. Numerous stations included the PSA copy on their websites and Sharon Gosselin was interviewed on the subject by KEAR.

Overall, this pitch resulted in fourteen placements.

### **Litter/Plastic Bags**

Because litter is such a major issues facing stormwater programs, this was an important topic to cover. Again working with the project manager and PIP committee, O'Rourke developed a press release focusing on plastic bags as a major source of littler and promoting reusable bags as a better choice. The release also featured several tips to help peopled remember to use their reusables.

For this pitch, O'Rourke used a two-pronged strategy. The first part consisted of doing "DJ drops" at five key radio stations. A DJ drop is when a press release ad leave behind is brought to a station's morning show along with some food and refreshments for the morning show crew. In this case, we brought food, the press release and a few reusable chico-style bags to each station. The results were fantastic: two of the five stations covered the story that day. A third included some mention on air and requested copy to use online.

Coverage highlights included a two-minute discussion of plastic bags by Sarah & Vinnie of the immensely popular Radio Alice (KLLC) and a "Fog Files" segment on KFOG.

The second piece of the pitch consisted of sending the release out to other stations not covered by the drops and also to print. For print, O'Rourke also include a courtesy photo of a plastic bag on a storm drain. The second round of pitching resulted in several print and online placements. At this writing, two additional placements are still pending with Asian Week and Diablo magazine.

Overall, at this time, the litter pitch resulted in eighteen placements.



## Media Coverage: Pesticides

### Print

- Alameda Sun. "Exercise Caution When Choosing Pesticides." 4/29/2010.
- Danville Weekly. "Danville asks residents to think twice before buying pest control products." 5/18/2010.

### Online

- Alameda Sun. "[Exercise Caution When Choosing Pesticides.](#)" 4/29/2010.
- Danville Weekly. "[Danville asks residents to think twice before buying pest control products.](#)" 5/18/2010.

### Radio

- KEAR-AM. Interview w/ Geoff Brosseau completed Monday 5/10 at 8:15 a.m. The two five-minute segments aired Monday 5/10 at 11:04 a.m. and 4:04 p.m., and Tuesday 5/11 at 11:04 a.m. and 4:04 p.m.
- KMKY-AM (Radio Disney). Interview w/ Geoff Brosseau completed Wednesday 5/19 at 11 a.m. Scheduled to air first weekend in June.

## Media Coverage –Car Washing

### Online--PSAs

- [KISS-FM \(98.1\)](#)
- [KMEL-FM \(106.1\)](#)
- [WILD 94.9](#)
- [KKSF-FM \(103.7\)](#)
- [STAR 101.3](#)
- [GREEN 960](#)
- [910 KNEW](#)
- [KCBS-AM 740](#) – Online beginning 7/10, one (1) week prior to radio air date

## Radio—PSAs and interview

- KMKY-AM (1310)
- KIQI-AM (1010)
- KCBS-AM (740) – 7/20-7/21; one (1) or two (2) times, Mon-Fri.
- KSQQ-FM 96.1 – Currently on air; 7/1 through next week
- KOIT-FM 96.5 – Running since 6/25; will continue to air for one (1) additional week from today 7/2
- KEAR-AM – Interview w/ Sharon Gosselin completed Thursday 7/15 at 10:00 a.m. The three five-minute segments will air Monday 7/19, Tuesday 7/20 and Wednesday 7/21

## Media Coverage: Litter/Plastic Bags

## Online

- [KISS-FM \(98.1\)](#)
- [KMEL-FM \(106.1\)](#)
- [WILD 94.9](#)
- [KKSF-FM \(103.7\)](#)
- [STAR 101.3](#)
- [GREEN 960](#)
- [910 KNEW](#)
- PleasantonWeekly.com. “Grab Bag.” Week of 7/12/10.
- TriValleyViews.com. “Grab Bag.” Week of 7/12/10.
- San Ramon Express.com. “Grab Bag.” Week of 7/12/10.
- DanvilleExpress.com. “Grab Bag.” Week of 7/12/10.

## Radio

- KLLC-FM (ALICE 97.3) – DJ Drop; on-air mention
- KFOG-FM (105.3) – DJ Drop; on-air mention
- KMEL-FM (106.1)

## Print

- Lamorinda Weekly
- Orinda News (September)
- Rossmoor News
- Tri-City Voice

## Pending

- AsianWeek
- Diablo Magazine

DRAFT

FOR IMMEDIATE RELEASE

CONTACT: Geoff Brosseau  
(650) 365-8620

PRESS RELEASE

**SPRING INTO ACTION**  
**Bay Area Stormwater Agencies Ask Consumers to Exercise Caution**  
**When Choosing Pesticides**

April 20, 2010—Spring has sprung. With Spring comes new life and new opportunities to make better decisions for your yard and garden and for the environment.

With all the new growth, pests are not far behind. As gardeners figure out how to keep pests from bugging them too much, the Bay Area Stormwater Management Agencies Association (BASMAA) is asking consumers to make careful choices when purchasing pest control products.

After the highly publicized voluntary recalls of diazinon and chlorpyrifos (Dursban) as home and garden pesticides, consumers could easily think that most products on store shelves are safer. But this is not the case. In the wake of the recalls a new class of pesticides has come into prominence: pyrethroids.

“We have a situation where some highly toxic chemicals were taken off the market only to be replaced by newer—and just as toxic—chemicals,” says James Scanlin, chair of BASMAA. “It’s a vicious cycle that can leave consumers very confused and has a negative impact on the environment.”

Pyrethroids are a class of pesticide designed to kill a wide variety of pests, such as lawn grubs and ants. But pyrethroids are also highly toxic to beneficial insects like ladybugs, earthworms, and lacewings, which help to keep problem pests in-check. Once beneficial bugs are eliminated, pests are free to multiply without the natural checks and balances that beneficial insects provide. According to a 2010 report prepared for the San Francisco Estuary Project, pyrethroid pesticides “remain the highest priority....because they have been linked to widespread toxicity in California surface waters.”

“Pyrethroids came into wider use after bans on chlorpyrifos and diazinon took effect,” explains Mr. Scanlin “They are found in easily over 900 products.” Yard and garden pesticides are a particular problem when it comes to stormwater pollution. Once they wash off from rain and watering, pesticides flow into storm drains, polluting local creeks and the Bay, harming fish and other aquatic life.

BASMAA, a consortium of stormwater programs in the San Francisco Bay region, wants to help residents make less-toxic choices while maintaining beautiful yards and gardens.

BASMAA offers these tips when dealing with garden pests:

- Try less-toxic methods before making a purchase. Go to [OurWaterOurWorld.org](http://OurWaterOurWorld.org) for tips and information. Sometimes biological controls (like bringing beneficial bugs into your yard and garden) can do the trick without any chemicals.
- Read labels. The word “pyrethroid” will not appear on a label, but look out for the following active ingredients: permethrin, bifenthrin, cyfluthrin, cypermethrin, deltamethrin, lambda-cyhalothrin, and tralomethrin. A quick tip: active ingredient names ending in “-thrin” are usually in the pyrethroid class. The exception to this is pyrethrin which is produced naturally from the chrysanthemum flower – though can still be toxic to aquatic life. To download a free pocket guide that gives examples of products without pyrethroids, go to [OurWaterOurWorld.org](http://OurWaterOurWorld.org)
- When shopping, seek out the least toxic products. Look for shelf signs with the Our Water, Our World name and logo, which call out the best choices in each category. Participating stores include Orchard Supply Hardware, Sloat Garden Centers, Ace Hardware Stores, Home Depot, and many other local nurseries and garden centers. To find a store near you, go to [OurWaterOurWorld.org](http://OurWaterOurWorld.org).

## **Final BASMAA Carwash PSA's Spring 2010**

A: Love washing your own car? Keep doing it – but wash it on the lawn or on gravel or go to a car wash. Here's why: When you wash your own car in your driveway or street, you're also washing off pollutants like copper from brake pads and other chemicals. In many places, this runoff goes right to the storm drain untreated and from there it pollutes our waters. At the car wash, runoff water is collected and treated. Check out [baywise.org](http://baywise.org) for more information. (:30)

B: Be green this summer. Instead of washing your car on the driveway, wash it on a lawn or gravel. Here's why: when you wash your car in your driveway or street, copper from brake pads and other chemicals wash off, too – right into the nearest storm drain and into the Bay – untreated. For more pollution prevention tips, check out [baywise.org](http://baywise.org). (:20)

C: Love washing your own car? Keep doing it – but don't do it in your paved driveway or street, where water runs off into the storm drain. Try washing your car on a grassy area or gravel instead. Why? To limit runoff. When you wash your car, you're also washing off pollutants like copper from brake pads and other chemicals. From there, they go right to the Bay. See [baywise.org](http://baywise.org) for more information. (:30)

D: Be green! Wash your car on a lawn or gravel. Here's why: when you wash your car in your driveway, copper from brake pads and other chemicals wash off, too – into the nearest storm drain and the Bay – untreated. For more tips, check out [baywise.org](http://baywise.org). (:10)

Draft

## **PAPER OR PLASTIC? NO THANKS, I'VE GOT MY OWN**

*Bay Area Stormwater Management Agencies in reusable bag push to reduce water pollution*

June XX, 2010—With a plastic bag ban in the offing for California this year, the Bay Area Stormwater Management Agencies Association (BASMAA), wants residents to start taking action now to break the plastic bag habit.

“Noting ‘bring bag’ at the top of your shopping list is an easy addition,” said James Scanlin of BASMAA, a consortium of municipal stormwater pollution prevention programs from around the region. “By the end of 2010, California may have a plastic bag ban in place, so we are prepping residents to start using reusable bags now.”

By now, seeing a plastic bag perched on a tree branch or hugging the pavement near a storm drain is a normal sight. Often these bags find their way into storm drains, local waterways, and eventually the ocean. Plastic debris like this represents nearly 90 percent of floating marine debris, according to the California Coastal Commission.

“Plastic bags are a huge environmental issue,” says Scanlin of BASMAA. “Plastic never breaks down. It’s little bits of litter, including plastics, that have added up to the immense island of garbage floating in the Pacific.” According to the Earth Resource Foundation, over 100,000 marine animals die from plastic entanglement each year because they mistake plastic bags for food.

An analysis by the California State Assembly shows that Californians use 19 million plastic bags per year. From their very production (which entails use of petroleum), to the litter they create, to the havoc they have wreaked on the world’s oceans, plastic bags are a major environmental issue.

BASMAA is asking Bay Area residents to make a renewed push toward using reusable bags. There are incentives for consumers, too: While many supermarkets have long offered five-cent bag credits, big box retailers like Target are now doing the same.

BASMAA offers these tips to residents to ensure they have reusables at the ready:

- Keep a rolled up or Chico-style bag in your purse to have handy for quick shopping trips.

- Leave reusable bags by the front door near keys, cell phones and other must-have items.
- Place some in the trunk or on the front passenger seat of your car so they're easily available when running errands.
- Just say no! If buying a small item, just refuse a plastic bag from the store clerk.



# Ace has some suggestions for Helpful Earth Choices

If you stop by the Helpful Earth Choices area in the exhibit hall, you are likely to encounter Ace retailers who are passionate about environmentally friendly products.

Among those retailers on Friday was Kathy Stephenson from Maple Leaf Ace Hardware (store no. 1130) in Seattle, who spent considerable time combing through the products in the 50-percent-off deal section.

"This is my favorite booth," she said. "Ace has done a great job of providing great products. There's a terrific selection."

Stephenson, who has been in the business since she was nine years old, said her store now carries environmentally conscious products in about 30 percent of its cleaners and lawn and garden products. She said she wants to keep increasing that percentage and Ace is making it easier.

Stephenson previously purchased eco-friendly products outside of Ace. She noted, however, that Ace has recently stepped up its commitment to green products, which has brought her purchases back to Ace.

Tracey Gidich-Zupke, Ace brand manager, is happy to hear that Ace retailers are taking notice.

"We are continuing on our mission of providing the products and services that add value to the community and are gentle on the Earth," she said.

"If your demographic is keen on green, these products and services help retailers support their communities, protect their environment, and prove to be good for business."

Besides the 50-percent-off deals that include products such as recycled dishware, eco-blowers and trimmers, water timers, and paint products, a number of other companies were invited to participate in the area. These companies include Mercury Technologies of Minnesota, Thermostat Recycling (TRC) and even Ace Paint.

TRC, from Arlington, Va., recycles mercury used in older residential thermostats. Those devices, which are found in most homes that are 10 years or older, can contain dangerous levels of mercury, said Mark Tibbetts, executive director of TRC. He said those thermostats have 3 grams of mercury in them.

Simply tossing the unwanted thermostats in the trash is bad for the environment. Besides education, his company provides Ace retailers with plastic containers and prepaid mailing

We are continuing on our mission of providing the products and services that add value to the community and are gentle on the Earth.

Tracey Gidich-Zupke  
Ace brand manager



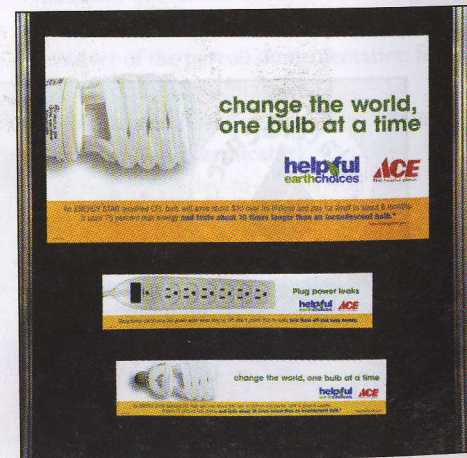
Many retailers are noticing that Ace has done well to increase the scope of what is offered at the Helpful Earth Choices area and that has brought them back to Ace.

slips so they can collect old thermostats and turn them in for recycling.

"By working with Ace retailers, we make it easy for them to be a good community partner by collecting and turning these thermostats in for recycling," Tibbetts said.

And that is the point of Helpful Earth Choices, said Ace's Gidich-Zupke.

"We offer the 50-percent-off section to provide the one-stop shop for all things green and less impactful on the environment," she said. "It's good for the environment, good for the community and good for business."







**For 10 years, OSH has partnered with Our Water Our World** to help customers choose less toxic products for a healthy home & garden. Our Water Our World has been recognized by the EPA with an Award for Environmental Stewardship. Visit [www.ourwaterourworld.org](http://www.ourwaterourworld.org)

**RESCUE!**



**5<sup>99</sup>**

**Disposable Fly Trap** • Perfect for lawn, garden, camp and farm use • No pesticides 6487706

**GRANT'S KILLS ANTS**



**6<sup>99</sup>**

**10 Pack Ant Stakes** • Destroys entire colonies of ants 2002038

**Victor**



**5<sup>99</sup> ea.**

**17.5 Oz. Poison-Free® Hornet & Wasp Killer or Flying Insect Killer** • Uses natural plant extracts 2685030/22

**6<sup>99</sup>**



**Flour & Pantry Moth Trap** • Non-toxic • Attracts and kills grain moths, flour moths, meal moths and seed moths 2658797



**ORTHO**



**BAYER**

**7<sup>99</sup> your choice**

**1 Gallon Ready-To-Use Home Defense Insect Killer** • Quickly kills cockroaches, ants, spiders, fleas and more 7750383  
**1 Gallon Ready-to-Use Home Pest Killer** • Kills insects for up to 6 months indoors 2680908



**2<sup>99</sup>**

**4-Pack Fly Catcher** • For indoor or outdoor use • Does not contain pesticides 6500870



# ENVIRONMENTALLY FRIENDLY



Here at Excel, we take pride in providing you with the most “Environmentally Friendly” products. With the help of Annie Joseph from Our Water Our World, we have identified products that have less impact on our environment.

In this catalog such products are highlighted in green.

## WORRY FREE GARDEN INSECT CONTROL

Uses nature's own insecticide from the chrysanthemum flower. Also with canola oil to suffocate insects and their eggs. Kills all stages of insects on roses, flowers, fruits & vegetables and house plants. Contains Pyrethrins .01%, Canola Oil 1%.

Item #	DAL	ONT	POR	SAC	Size	Model	Case	UPC
159211	X	X	X	X	24 Oz.	100500027	8	0-70624-10019-6

Disclaimer: No endorsement of specific brand name products is intended, nor is criticism implied of similar products not mentioned. Not all items that are environmentally friendly that Excel Garden Products stocks may have been identified before printing.

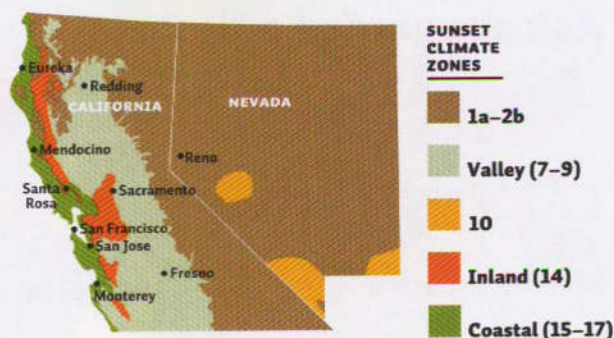




# What to do in Northern California

# September

## WHAT'S YOUR ZONE?



Check out the *Sunset Western Garden Book* and our Plant Finder ([sunset.com/plantfinder](http://sunset.com/plantfinder)) for more about climate zones.

## Get inspired and shop

**Learn about sustainable gardening** Attend the Late Show Gardens in Sonoma (Sep 18-20; tickets from \$20; [thelateshowgardens.org](http://thelateshowgardens.org) or 415/721-1550), a new event focusing on landscape ideas that address drought, global warming, and sustainability. See 18 professionally designed display gardens; go to lectures by well-known authors, photographers, and horticulturists; and buy art and top-of-the-line plants including organic, drought-tolerant, and rare choices from well-known nurseries.

## Plant now

**Plant garlic** In mild-winter areas, start bulb sets late this month or next for a harvest in early summer. In areas that regularly get frost on consecutive nights, plant them four weeks before the last frost date. Place cloves 6 inches apart, pointed ends up, with tops 1 inch deep (in coldest zones, plant up to 4 inches deep). Buy soft-neck varieties for braiding after harvest, or hardnecks for their extra cold hardiness.

**Start cool-season greens** Sunset climate zones 7-9, 14-17: Set out transplants of broccoli, cabbage, and cauliflower. Sow seeds of bok choy, chard, mustard greens, peas, and spinach. For vivid colors and striking leaf shapes and textures, try these new seed selections from Botanical Interests ([botanicalinterests.com](http://botanicalinterests.com) or 720/880-7293): Asian Salad Mix mesclun, 'Bordeaux' spinach, 'Five Color Silverbeet' chard, and 'Ruby Streaks' mustard greens.

## Tend your plot

**Care for or remove lawns** Deep-water grass to keep it green during this often very hot month; rake out thatch and aerate soil. Or replace your lawn this fall with shrubs and groundcovers that need little water. Check out a range of options for lawn-free landscapes on page 46.

**Harvest tomatoes** Let tomatoes ripen on the plant to their deepest color for maximum sweetness, then store them at room temperature. If night frost is forecast, throw a sheet over the plant. This month or next, pick the last fruits and ripen them indoors in a closed paper bag.

## Outsmart pests

**Manage ants** Ants streaming up the trunk of a bush or tree probably are protecting scale or aphids from predators. Stop them with Tree Tanglefoot Insect Barrier (a sticky, chemical-free substance that traps crawling insects) applied to a collar of duct tape around the trunk. Otherwise, leave ants alone since they aerate the soil and clean up garden debris, advises Annie Joseph, an educator with Our Water Our World ([ourwaterourworld.org](http://ourwaterourworld.org)), a program devoted to pest-management strategies that protect waterways. —HAZEL WHITE



## Plant a late-summer bloomer

Grow 'Frenzy' gaillardia for a bold splash of color just as other blooms begin to fade. The flower's fluted petals radiate red from the center and end in blasts of yellow for a ruffled look. This compact perennial reaches 1½ to 2 feet tall and wide. Plant it in a sunny spot with well-drained soil. Buy locally, or order from Bluestone Perennials ([bluestoneperennials.com](http://bluestoneperennials.com) or 800/852-5243) or High Country Gardens ([highcountrygardens.com](http://highcountrygardens.com) or 800/925-9387). —JOHANNA SILVER



Save cash by buying perennials like rudbeckia, salvia, and yarrow instead of annual blooms that need regular replacing.



# BUGS IN THE BALANCE

STORY AND ILLUSTRATION BY HELEN KRAYENHOFF

On a beautiful spring day shortly after we moved into our new house, I noticed that the rosebuds on the bush in the front yard were literally covered in red aphids. I thought to myself, "I have to get out the insecticidal soap and blast those little buggers off there or they will ruin the first flowers." It was a busy time in the nursery so I didn't get around to it. Then one afternoon as I was walking by the roses, I noticed some flying beetles hopping around on the new growth. Stopping for a closer look, I found a bevy of orange-bellied beetles feasting on the aphids. They cleaned the bush in a few days and disappeared.

This incident was the start of a whole new perspective for me on bugs. Now I look at the aphids and instead of regarding them as delinquents vandalizing our gardens I ask, "Who will follow?" I've come to regard bugs as an important part of the garden community that I am part of as well.

When I pick up any nursery trade magazine, even an organic-leaning one, I see ads from companies promoting insecticides in which insects are categorized as 'bad bugs' and 'good bugs.' I also see options for purchasing beneficial insects from companies that dig hibernating ladybugs out of their nests in the Sierra and send them all across the country to 'battle' bad bugs in our gardens. The view from my own garden indicates that this kind of bug-running might not be

necessary; we've never had trouble attracting ladybugs and keeping them hanging around, in part because of the previous owner's eight-year commitment to gardening without chemicals.

We've learned that the way to encourage the presence of a large variety of bugs is to have food available for them year round. Many carnivorous insects need nectar to complete their diets, and since they have small mouth parts, they need flowers that afford easy access. One group of plants that does this are the umbellifers, which have flower clusters that look a bit like umbrellas, making the name easy to remember. Common vegetable umbellifers include carrots, parsley, and cilantro. (Let a few of these flower to see the umbrella shape.) Ornamental choices include yarrow and alyssum, which are easy to tuck into open nooks and crannies in your veggie beds. It's important to have some aphids or other prey insects as well, so there's never a dearth of protein for the predator insects.

One bonus to growing umbellifers is that bees like them. Bees are a must for pollinating your cucurbit crops (cucumbers, squash, melons, etc.) as well as many fruit and nut trees. Leave parts of your garden a bit wild and untidy so there are places for frogs and other small critters to hide and bugs to overwinter. Raccoons can be a nuisance but they also love to eat those imported French snails that in turn love our newly planted seedlings. Who will get to what first? It's the constant push-pull of prey-predator that keeps the garden healthy.

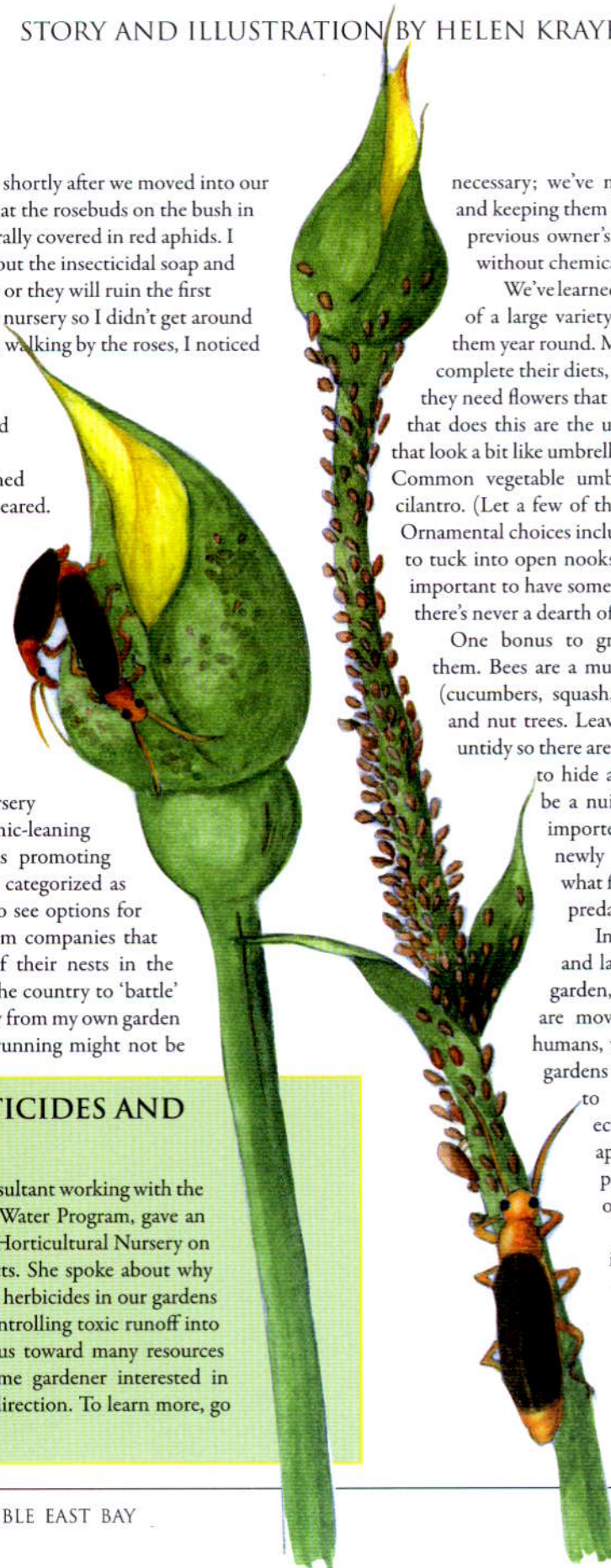
In our culture we tend to oversimplify and label things 'good' and 'bad,' but in the garden, as in life, I try to learn whether things are moving toward balance. As enterprising humans, we work so hard at making our urban gardens look tidy or natural, according to our preferences, creating artificial ecosystems that we judge mostly by their appearance. If we can step back from our preconceptions and ideas and just be in our gardens, many things are revealed.

Spend time becoming more intimate with your garden community to learn how you can develop healthy relationships and be a positive member.

**Feed your plants well** but not too well: Overfed plants develop lots of soft, new green growth that's sweet and easy to chew on. Likewise, **water well** but not too much or too often.

## WHY AVOID PESTICIDES AND HERBICIDES?

In March, Annie Joseph, a consultant working with the Alameda Countywide Clean Water Program, gave an enlightening talk at Berkeley Horticultural Nursery on the subject of beneficial insects. She spoke about why reducing use of pesticides and herbicides in our gardens is important to the goal of controlling toxic runoff into our waterways, and pointed us toward many resources that are available to the home gardener interested in moving in the chemical-free direction. To learn more, go to [OurWaterOurWorld.org](http://OurWaterOurWorld.org).





"Feed the soil" is a useful mantra from the organic farmers: Work on amending your soil to create good drainage and active bacteria and invertebrate life. **Mulch and compost** added consistently will ensure that your soil has ample moisture and nutrients. Be still, don't stress, don't force, and see what your garden has to reveal.

This morning as I was thawing out in the sun, contemplating my rose bushes, a flock of bushtits landed in them and poked around looking for insects on the dark red new growth. Oscar the cat and I stood transfixed until they flew on to the abutilon (flowering maple) that always has a few aphids and also provides good cover for the tiny birds. Soon, when the buds appear on the roses, I hope the soldier beetles will come for their annual visit and there will be a feast of red aphids laid out for them. All I have to do is enjoy the event. The year in the garden continues.

## FURTHER READING

*Insects and Gardens:*

*In Pursuit of a Garden Ecology*

by Eric Grissell, Timber Press, 2001

Here you'll get an in-depth look at the lives of insects in the garden at a level you've probably not gone to before. It is an important new perspective that may help you move away from making those life-and-death decisions about who gets to continue to cohabitate with you.

Grissell first examines the somewhat secret lives of insects. He follows this with concepts of the ecology of gardening, explaining the function of insects in the garden as well as the interactions of insects with each other and with the plants and

other animals. The last part of the book covers the gardener's perspective and offers tips for increasing diversity in the garden, showing the incredible difference that can result from those efforts. In the chapter entitled "The Realistic Gardener," the author says, "In our gardens, we have an overbearing desire for order, an overwhelming obsession with perfection, and an oversimplified concept of biological facts. Taken together, this combination can stop naturalistic processes dead in their tracks." That stopped me in my tracks!

I am always looking at ways to become a 'better gardener,' to have a lush veggie garden that spills over with a harvest that looks beautiful and isn't so insect damaged as to be unappetizing. This book has helped me relax and start to enjoy the process more—to see that in my quest to be healthier and grow my own food I can reconnect with the natural world in my own small plot of land here in Oakland. I hope my garden can someday be an oasis where everyone with any number of legs can prosper. Taking the time to learn about the multitudes that live here, to observe them and befriend them, both 'good' and 'bad,' moves my life in a healthier direction. 🌱

*Helen Krayenhoff is co-owner of Kassenhoff Growers, a local certified organic plant nursery. You can find out more at [kassenhoffgrowers.com](http://kassenhoffgrowers.com). She is also an illustrator, watercolorist, designer, and photographer. You can see her work at [helenkrayenhoff.com](http://helenkrayenhoff.com) or check out the Berkeley Horticultural Nursery website where many of her photographs and illustrations are featured. [berkeleyhort.com](http://berkeleyhort.com)*

## INSECTARY PLANTS

The flowers on these and many other plants have nectar and pollen that are accessible to beneficial insects.

*Achillea* Yarrow

*Anethum graveolens* Dill

*Anthriscus cerefolium* Chervil

*Aster* Aster

*Baccharis pilularis* Coyote Brush

*Calendula* Calendula

*Ceanothus* California Lilac

*Chrysanthemum* Chrysanthemum

*Coriandrum sativum* Cilantro

*Cosmos* Cosmos

*Eriogonum* Fleabane

*Eriogonum* Native Buckwheat

*Eschscholzia californica* California Poppy

*Helianthus* Sunflower

*Heteromeles arbutifolia* Toyon

*Layia platyglossa* Tidy Tips

*Lobularia maritima* Sweet Alyssum

*Mimulus* Monkey Flower

*Nemophila menziesii* Baby Blue Eyes

*Prunus ilicifolia* Holly-Leaved Cherry

*Rosmarinus officinalis* Rosemary

*Rudbeckia* Rudbeckia

*Sambucus mexicana* Elderberry

*Scabiosa* Pincushion Flower

*Zinnia* Zinnia

*This list is courtesy of Our Water, Our World*

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